



VIEWPOINT ANALYSIS

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# HR Technology

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# Longlist

October 2021

# FOREWORD

Hello!

Welcome to the inaugural Viewpoint Analysis **Longlist Report**.

Our mission at Viewpoint Analysis is to help end-user businesses to find and procure the very best enterprise technology to meet their needs. The 'Longlist' is our monthly report looking at the key vendors in a particular technology sector. In this, our first report, we focus on the area of **HR Technologies** and profile over 50 vendors that we believe you really need to know - the businesses that we think need to be on your longlist of potential options.

The HR Tech space is really hot right now. As you will see as you read through the report, the space is full of established brands as well as being a hotbed for new, up-and-coming vendors. The profiles below are those companies that we believe should be part of your longlist. This is not a definitive list as the market is both broad and deep. This is simply our view, a curated viewpoint of companies that we believe are worthy of your time and attention. We would encourage you to think about the problems you have today - and go find how these (and others) can solve them.

The vendor profiles are not listed in any order of perceived preference or size and shape. They are also not grouped by solution area. We want you, the reader, to simply read the report and understand the potential options that your team, department, business, or industry has at your disposal.

Interspersed within the report are extended profiles, interviews, opinion pieces, and other types of content that give the vendors an opportunity to explain more about what they do. We have also tried to showcase and highlight a range of start-up and scale-up vendors that are exciting right now - businesses that you likely do not know.

Finally, if you know you need new HR technology but don't know where to turn, or if you know what you want but need help to take the next step, you might want to consider our 'Guidance Services' - they include:

- Our **'HR Technology Carousel'** - where the Viewpoint Analysis team will curate and introduce you to vendors that will bring you a new perspective or new ideas to solve a particular challenge.
- Our **'Meet My Need'** selection process - where we run your selection process without the need for the complex RFP process. Just tell us your need - we will bring the right vendors to your door. They will offer a proposal. Simple.

If you have any questions or comments, drop us a note at:

**[contactus@viewpointanalysis.com](mailto:contactus@viewpointanalysis.com)**. Our next report (November 2021) features the CX Technology area (Customer Experience) so look out for that in the coming weeks.

Yours Sincerely,

**Phil Turton**  
**Managing Director - Viewpoint Analysis Ltd.**



## Company

Viewpoint Analysis Ltd

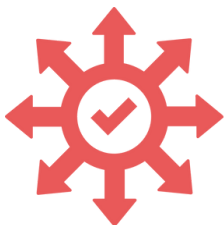
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# The Longlist



VIEWPOINT ANALYSIS



# LONGLIST VENDORS

Beamery	SmartRecruiters
Mo	Checkr
Cornerstone OnDemand	Avature
SAP SuccessFactors	Platypus
Eightfold AI	UKG
Beekeeper	Workday
Lever	Culture Amp
Espressive	Gem
Degreed	Leena AI
Hibob	HR Acuity
Fuel50	Hiretual
Schoox	Lattice
Jobvite	Pymetrics
Leapsome	Greenhouse
Phenom	Ceridian
PRO Unlimited	Peoplefluent
Gloat	Workhuman
Workplace from Facebook	Oracle
15five	Bryq
BambooHR	ADP
Orgvue	iCIMS
Visier	Deel
Zenefits	Sage People
365Talents	ServiceNow
Betterworks	Workstream
Personio	Workjam

## BEAMERY

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**Year Established:** 2013

**Technology Area:** Talent Operating System

**CEO:** Abakar Saidov

**Website:** [www.beamery.com](http://www.beamery.com)

### What do they do?

Beamery has built what they call the 'Talent Operating System'. What is a Talent Operating System? It is an end-to-end talent platform that enables its customers to attract, engage and retain world-class talent. Beamery calls it the new foundation for talent management - harnessing the power of talent data so that you know who to hire - today and tomorrow.

The vendor covers a number of different services within their product. Beamery Attract provides a complete suite of products to build your employer brand and deliver online and offline talent experiences. Beamery Engage is all about building relationships with future employees and driving personalized engagement, and Beamery Retain, as the name suggests, focuses upon the retention of your talent by providing internal recruitment tools.

They work with a number of well-known brands including the likes of Astra Zeneca, Finastra, and Workday. Beamery announced a major investment (Series C) in June 2021.

## MO

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**Year Established:** 2016

**Technology Area:** Social Recognition Software

**CEO:** Luke Fisher

**Website:** [www.mo.work](http://www.mo.work)

### What do they do?

Mo is a new professional platform used by leaders and workers across the world to build their own personal profiles for work and to connect with colleagues in a more meaningful way. By encouraging employees to share information about themselves, celebrate success, and share achievements, they aim to help teams to thrive and strengthen social connections.

In a post-Covid landscape, employees are likely more dispersed than ever before. Implementing a platform such as Mo helps employee togetherness and promotes a healthy and positive work culture. Key elements of the Mo platform include the profile builder; discovery tools and reward nominations.

Mo is used by a number of well-known businesses in over 45 countries, including the likes of Marriott, the NHS, and William Hill.

## CORNERSTONE ON DEMAND

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**Year Established:** 1999


**Technology Area:** People Development Software

**CEO:** Phil Saunders

**Website:** [www.cornerstoneondemand.com](http://www.cornerstoneondemand.com)

### What do they do?

Cornerstone is a cloud-based 'people development software' provider. As one of the most well-known and established vendors in the talent and learning space, they have grown through various acquisitions. The



most recent of which saw the purchase of Saba and the creation of a major talent management player. Today, the enlarged business helps customers recruit, develop, manage, and engage their people. Their list of customers has grown to over 6,000 with the software used by customers in over 180 countries.

Cornerstone recently announced a vision for a 'new system of work' which will transform how customers grow their workforces by removing talent complexity and technology silos to ultimately create a much more agile workforce. It brings the power of the individual elements of the Cornerstone platform together with the new market dynamics (workforce flexibility/agility) and technology improvements (e.g. artificial intelligence and AI).

## SAP SUCCESSFACTORS

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**Year Established:** 2001

**Technology Area:** Human Capital Management (HCM)

**CEO:** Christian Klein

**Website:** [www.sap.com](http://www.sap.com)

### What do they do?

SAP is one of the software industry's behemoths. Known for their ERP platform, they have worked in the HR arena for many years. SAP purchased SuccessFactors, the cloud-based 'Business Execution Software' vendor in 2011 to add a new dynamic to their business.

SAP SuccessFactors technology is focused upon the HXM category - a new, more focused version of HCM that is more about the people using the product and their experience and motivation. The platform is designed to keep employees happy, productive, engaged, and improving.

The platform is one of the most deployed in the HR technology arena with some 191 million users deployed in over 200 countries.

**Read our 'Implementation Focus' with Gavdi to learn more about how they deliver SuccessFactors in an innovative way.**

## EIGHTFOLD AI

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**Year Established:** 2016

**Technology Area:** AI-Powered Talent Intelligence Platform

**CEO:** Ashutosh Garg

**Website:** [www.eightfold.ai](http://www.eightfold.ai)

### What do they do?

The Eightfold AI platform is designed to address the talent data behind the total workforce - by this, they include employees, candidates, contractors, and citizens. The AI technology looks at the career potential of each individual to then understand the potential of the customer's entire workforce.

The technology identifies four key elements: Validated Skills; Likely Skills; Skills to be Validated and Missing Skills. With this data, the platform can then identify opportunities for the individual that go beyond what can be seen on a standard resume.

Once a company can understand the talent available to them, they can then initiate reskilling/upskilling or find individuals in the marketplace that can fill gaps they have today or anticipate future gaps.

# COMMENT & OPINION

## EIGHTFOLD AI

**ASHUTOSH GARG**  
CEO & CO-FOUNDER

### AI for Talent: How Talent Leaders Can Spot the Real Thing?

In every industry, venture capitalists are betting on artificial intelligence to transform business.

This is just as true in the workforce-management/talent field. The way people are hired and managed is being transformed by AI. In the process, talent leaders are bombarded with emails and calls from suppliers offering “AI.” In most cases, these technologies are not particularly intelligent.

But what does AI look like as it applies to talent? How can you spot it? Let me offer some suggestions:

**Data.** A true AI platform can involve profiles of as many as 1.5 billion people, representing much of the working world. These people encapsulate 1.4 million skills and more than 800,000 job titles. Using neural networks, this data enables talent leaders to learn from thousands of career histories that you would not be able to without this data.

**Potential.** True AI in the talent field allows you to hire, promote, move someone internally, find projects for people, find mentors for people -- all based on people’s skills, their potential, and their interests.

Go back to that data I talked about above. With enough data and deep neural networks, you can know who might succeed your departing or retiring directors, managers, vice presidents, and so on, not based on who knows who or who meets who in the lunchroom or happy hour. AI has seen so many profiles of so many careers, that it shows you who has the potential based on their skills and experience, even if they’re in a different department or location from the open role. Or, even if they are a contingent or contract employee. This cannot be done with outdated keyword searches or informal systems that are fraught with bias.

**Adjacent skills.** The AI shows your recruiters, human resources professionals, and hiring managers how hiring and promotion based on “adjacent skills” opens up opportunities for people, especially from underrepresented groups. For example, someone who knows Python may be able to learn TensorFlow or Django.

A consultant I work with named Josh Bersin likes to give the example of cybersecurity. He notes that cybersecurity specialists are very much like financial auditors. They dig around and find anomalies. So someone might be a financial auditor and have adjacent skills that make them ripe for being a cybersecurity employee. Only AI can show your talent team the capabilities needed for each role, and dynamically update those capabilities as business changes.

**Employee self-service.** Employees are at the hub of an AI platform. Here's how such a platform works:

The platform automatically fills in the skills that employees have, based on their current and past roles. The AI technology that's used in a career hub might know, for example, that an experienced designer is likely to know Lightroom. That designer has a profile already started for them.

Then, employees round out their profiles by adding any skills that aren't already listed. Employees then indicate the role they'd love to have next; moving from "designer" to "creative director," for example. The career hub shows the employee what skills are required in that new director role. It also shows the employee courses they could take to build their portfolio for that new role. Plus, it shows them mentors. These are people who've both agreed to serve as mentors, and whose expertise complements the employee's career aspirations. Finally, the career hub also shows employees projects they can take on internally (rather than having their company go out to a temp firm or gig-work platform).

Employers benefit by getting visibility into what each employee is capable of, so they can create opportunities to help their employees advance their careers. Turnover decreases as people look for jobs internally rather than externally. One telecommunications company saw attrition go down 40 percent in a year using this kind of technology.

**Diversity and inclusion.** AI should be built from the ground up to include, not exclude, people. Rather than exacerbate bias, it should be designed to reduce it.

As an example, take a job candidate who did not attend a well-known university, or attend college at all, for financial reasons. But, they have every bit the capability and potential of a job candidate who did earn a degree. AI helps companies focus on the skills the degree suggests someone has, not the piece of paper itself. Hiring, promotion, and other decisions are made based on people's skills, their potential, and their interests, not who they know. This also helps put people on equal footing regardless of their location.

AI also allows companies to see how eliminating certain job requirements changes the demographic pipeline for a given job. Perhaps 90 percent of a company's pipeline for a given job is male. Your recruiters or hiring managers can take a look at the requirements you've laid out in the role. Is the university degree or the master's degree you said is "required" really necessary, or are you looking for the skills and experience and knowledge regardless of how someone earned that skills, experience, and knowledge?

If your team is using a platform with a massive amount of data, and the ability to hire and manage people based on potential, adjacent skills, and employee self-service, while reducing bias, it very well may be an AI platform.

***With 6000+ research citations, 50+ patents, 35+ peer-reviewed research publications, and the outstanding Ph.D. thesis award from UIUC for his Ph.D. thesis in Machine Learning, Eightfold AI Co-founder and CEO Ashutosh Garg is one of the world's experts in machine learning.***



# BEEKEEPER

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**Year Established:** 2012

**Technology Area:** Mobile Platform for Frontline Workers

**CEO:** Cristian Grossmann

**Website:** [www.beekeeper.io](http://www.beekeeper.io)

## What do they do?

Beekeeper is a mobile platform designed for the frontline workforce. They provide a secure communications platform allowing frontline employees to be more agile and productive. Users are able to access documents; review their work schedules and communicate with each other through the Beekeeper application.

For employees sitting at a desk, it is often easy to misunderstand the needs of workers in areas like hospitality or logistics. They often only have access to a mobile device and can be scattered across multiple locations in various regions of the country and world. With the Beekeeper platform, they are able to keep up to date with their employer's requirements - can be onboarded quickly; can progress through any training exercises and generally feel engaged with the company and brand.

The Beekeeper platform is used by the likes of Domino's, Hilton and Heathrow.

# LEVER

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**Year Established:** 2012

**Technology Area:** Talent Acquisition Suite

**CEO:** Nate Smith

**Website:** [www.lever.co](http://www.lever.co)

## What do they do?

Lever is a leading Talent Acquisition Suite. It combines a complete Applicant Tracking System (ATS) and Customer Relationship Management (CRM) capabilities in one product - the LeverTRM (Talent Relationship Management Platform). The platform is designed to increase productivity, engage talent, and then measure performance.

Lever is aiming to give talent leaders 'the reach of a marketing leader, the forecast of a sales leader, and the insight of a finance leader'. They believe that with the competition for talent greater than ever, a pure applicant tracking system is no longer the right tool to hire the best talent.

They work with over 4,000 customers worldwide including the likes of KPMG, Netflix and DAZN.

# ESPRESSIVE

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**Year Established:** 2017

**Technology Area:** Employee Engagement & Enterprise Service Management

**CEO:** Pat Calhoun

**Website:** [www.espressive.com](http://www.espressive.com)

## What do they do?

Espressive is a pioneer in AI for employee self-service. They have brought the idea of consumer virtual assistants (such as Alexa) into the workplace with their virtual support agent (VSA) called Barista. They believe that this approach to employee needs reduces help desk call volumes by in the region of 50-70%, and employee adoption by circa 80% as employees can get the help they need when they need it.

# VENDOR VIEWPOINT DEGREED

## FAST FACTS

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**Headquarters:** Pleasanton, California, USA

**Headcount:** 600+

**Year Established:** 2012

**Chief Executive:** Dan Levin

**Latest Revenue:** Undisclosed

**Operations:** Global

**Web Address:** [www.degreed.com](http://www.degreed.com)

**Investor Status:** Series D

## DEGREED - A SNAPSHOT

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Degreed is an upskilling platform. You may be wondering, what is an 'upskilling platform'? Degreed connects learning - to opportunities, to drive employees skill development, and to aid internal mobility.

When the founding team established Degreed in 2012, they believed that people needed to continuously build their skills and stay ready to take advantage of the next opportunity. In their opinion, a degree was not the answer - it was about a more modular approach to continuous learning. With Degreed, everything that a person learns is captured within the platform. Those micro-credentials are built up over many elements of learning - and those credentials become 'currency' for employees to transact on their skills and for senior leaders to make more informed workforce decisions.

Upskilling and reskilling is pretty crucial right now. It helps ensure that employees and companies are ready for all the challenges that are presented to them. On the one hand, employers understand that they need a flexible workforce to enable them to stay agile. On the other, post-Covid, employees are searching for their purpose and career growth. By bringing the two aspects together, employees can grow their skills and experience, and businesses can foster those developments and channel them to where they are needed.

## WHAT DO THEY DO?

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Degreed measures the world's learning. It captures and aggregates learning from every aspect of a person's education. It pulls data from formal education (e.g. a degree) and any subsequent education and training (through pre-built integrations and APIs) and break them down into skills and categories. Everything that a person does to learn is then aggregated together into a single skills profile. This is controlled and owned by the employee who can choose to share it (with their manager, hiring managers etc) and the platform can recommend new learning opportunities or content.

The platform allows employees to find training, mentors, and opportunities. It provides a way of building learning into their daily activity and to ready them for any changes that come their way. They can build their career roadmap and work towards the skills and expertise they need to take the next step.

For the leadership team, they have the company's skill metrics at their fingertips. It gives the management team the insights and tools to align their people's skills with their business imperatives. As the business develops into new areas, Degreed ensures that the workforce is ready and able to support those moves. Through intelligent matching, the right employee can be matched to the right project or job opportunity.

# VENDOR VIEWPOINT DEGREED

## CUSTOMERS

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Degreed is used by some of the world's best-known businesses like Cisco, Imperial Brands and Tata Communications. They help over 6 million people at hundreds of organizations to build the skills they need to take on the most challenging activities.

For example, when Visa's Learning and Development team wanted to reimagine workforce development, they wanted to create "an organization that learns versus a learning organization". Degreed became the 'front door' to allow their 20,000 employees to 'arrive, socialize, collaborate, and get personalized recommendations around different ways they could skill up, whether it be for their role or for something else they were interested in' - Gordon Trujillo, VP & Global Head of Learning Enablement at Visa University.

## WHAT VIEWPOINT ANALYSIS LIKE ABOUT THEM

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- Degreed is in a steep growth phase right now. In 2020 alone, the business doubled its user numbers and grew its employee count by 50%.
- It has never been more important for businesses to be able to reskill their employees. New technology; new regulations; macro-economic changes - are creating challenges every day. Degreed helps the business overcome those hurdles by ensuring the workforce is ready and equipped to tackle them.
- Degreed allows employees to build their skills as they plan or course-correct their career path.
- Degreed allows employers to understand their skills base like never before. What areas are lacking? Who can staff this new project? What is our future and who can support us?
- The platform can integrate with a customer's existing technology stack to uncover hidden employee capability.

Find out more about Degreed:

**Website** - [www.degreed.com](http://www.degreed.com)

**Head Office Address:**

13947 Minuteman Drive, Suite 300  
Draper, UT 84020  
USA



The platform can be used by a range of different internal service providers - HR and payroll requests, issues and questions being just a couple of examples. One specific area of HR that works well is the employee onboarding experience. By bringing HR, Facilities and IT together with the virtual assistant, the whole employee onboarding experience can become a much more seamless process.

## HIBOB

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**Year Established:** 2015

**Technology Area:** Core HR Platform

**CEO:** Ronni Zehavi

**Website:** [www.hibob.com](http://www.hibob.com)

### What do they do?

Hibob is the creator of bob, the modern core HR solution or HRMS. The platform is designed to 'enable mid-sized businesses to create remarkable work experiences that make their people and business thrive'. The platform was built from the ground up to be more about people and less about the human resources team. As such, it is designed to be user-friendly and to connect employees to the company culture.

Bob contains all the key parts of a modern HR platform, from core HR capabilities to onboarding and from compensation to time and attendance.

The bob platform is used by companies such as Gong, Hopin, and Monzo and they announced large fundraising rounds in December 2020 and October 2021 to fuel their growth.

## FUEL50

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**Year Established:** 2011

**Technology Area:** AI Opportunity Marketplace

**CEO:** Anne Fulton

**Website:** [www.fuel50.com](http://www.fuel50.com)

### What do they do?

Fuel50 is the AI Opportunity Marketplace. The platform smart-matches the people in a business to the opportunities across the organization - increasing workforce agility and internal talent mobility.

The platform uses Fuel50's specialized AI engine to match employees to a variety of career-related requirements - job opportunities, vacancies, mentors, gigs, and projects. It connects to an employee's LinkedIn page or users can upload a recent resume - and connects to the core HR platform, ATS (Applicant Tracking System) and Learning Management Platform, to give a holistic employee viewpoint.

Fuel50 is used by over 70 companies including the likes of Allied Irish Bank (AIB), NetApp and Ericsson.

## SCHOOX

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**Year Established:** 2012


**Technology Area:** E-Learning

**CEO:** Lefteris Ntouanoglou

**Website:** [www.schoox.com](http://www.schoox.com)

### What do they do?

Schoox is a learning and development solution. In one platform, it combines training, social collaboration,



content management, performance and skills management, career development, and business impact measurement. Schoox pride themselves on their technology's ease of use. The platform is designed to connect to the customer's existing HR applications so that employee information is easily accessible, and it can fit into a landscape where other technologies may work around the Schoox data flow.

Customers of Schoox vary in shape and size and include the likes of Subway, Five Guys, and Celebrity Cruises amongst a roster of more than 1500 customers in over 120 countries worldwide.

## JOBVITE

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**Year Established:** 2006

**Technology Area:** Recruitment Software

**CEO:** Pete Lamson

**Website:** [www.jobvite.com](http://www.jobvite.com)

### What do they do?

Jobvite is all about finding top talent, faster. Their mission is to 'provide customers with the tools to attract, engage, hire and retain the talent that drives success'.

The Jobvite Talent Acquisition Suite offers a full recruitment platform. It covers all aspects of recruiting - attraction, engagement, recruit, hire, onboard, retain and promote from within.

For customers who already have an applicant tracking system they also offer a standalone Talemetry Recruitment Marketing Suite designed to bring candidates to you through a 'marketing-led' approach to recruitment.

Jobvite customers include the likes of USA Today, Trustwave and Covia.

## LEAPSOME

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**Year Established:** 2016

**Technology Area:** Performance Management and Employee Engagement

**CEO:** Jenny von Podewils and Kajetan von Armansperg

**Website:** [www.leapsome.com](http://www.leapsome.com)

### What do they do?

Leapsome's 'People Enablement Platform' helps organizations to prosper by driving employee engagement, performance, and learning. It combines tools for goal and OKR (objectives and key results) management, performance and 360 reviews, learning, onboarding, engagement surveys, and more.

Leapsome helps drive the whole business together to achieve their common goals. It integrates with a customer's core HR system of record as well as their chosen technology stack (Outlook, Teams, Jira etc).

Leapsome is used by companies across the globe. They include the likes of Spotify and Mercedes-Benz.

## PHENOM

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**Year Established:** 2011

**Technology Area:** Talent Experience Management

**CEO:** Mahe Bayireddi

**Website:** [www.phenom.com](http://www.phenom.com)

### What do they do?

Phenom and its Talent Experience Management (TXM) platform provides a single unified solution that stretches across the four recruiting interaction experiences - candidate, employee, recruiter, and manager. The AI-powered technology aims to 'enable candidates to find the right job, employees to grow and evolve, recruiters to discover top talent, and managers to build teams faster'.

By joining career sites, CRM, CMS, chatbot, SMS, internal mobility, talent analytics, and AI, Phenom connects every key interaction in the talent lifecycle to provide a hyper-personalized experience.

The Phenom TXM is used by over 400 businesses like Southwest, MGM Resorts, Micro Focus, and they have a goal to help 1 billion people to find the right job.

## PRO UNLIMITED

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**Year Established:** 1991

**Technology Area:** Integrated Workforce Management

**CEO:** Kevin Akeroyd

**Website:** [www.prounlimited.com](http://www.prounlimited.com)

### What do they do?

PRO Unlimited offers an Integrated Workforce Management platform that enables a company to manage a non-employee workforce. They combine a Managed Services Provider (MSP) with a Vendor Management Software (VMS) solution.

Their vendor management system (VMS), Wand, manages the contingent workforce and integrates to a variety of ERP and HR platforms. It centralizes contingent workforce management (including temporary workers, independent contracts, statement of work engagements and self-sourced contractors into one cloud-based platform.

## GLOAT

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**Year Established:** 2015

**Technology Area:** Internal Talent Marketplace

**CEO:** Ben Reuveni

**Website:** [www.gloat.com](http://www.gloat.com)

### What do they do?

Gloat helps customers to achieve what they call the 'anytime workforce'. Their internal talent marketplace improves internal mobility to create a much more flexible workforce.

Businesses have perhaps never needed to be more agile. With changing market dynamics and customer buying behavior, companies need to be fleet-footed. To do this, they need their employees to be adaptable to change. Gloat enables roles to be filled quickly by shifting internal talent to the most appropriate place at the most important time, and allowing staff to understand what skills and milestones they need to achieve to make that next internal move.

Gloat lets the business know what talent is available across the company (and in the external and contingent workforce), understands current gaps, and anticipates changing needs to adapt in real-time. It also benefits from AI technology to ingest and analyze the employee record, resumes, and LinkedIn profiles in order to understand your employee's experience in seconds.

# COMMENT & OPINION

## AMBERJACK

THE FUTURE TALENT SPECIALISTS

[www.weareamberjack.com](http://www.weareamberjack.com)

### Have you got the right recruitment technology?

Feedback from clients and industry insight is showing an increased focus on driving efficiency and effectiveness across recruitment. Our pioneering technology is supporting organisations achieve exceptional results. But how do you know if you have the right technology and are automating the right parts to maximise results?

If selected and utilised in the correct way, technology can transform the recruitment experience for both candidates and organisations. Whether it is an ATS that underpins your whole process to new and innovative technologies such as Virtual Assessment Centres these can all help drive huge efficiencies.

Clients who have successfully implemented these technologies have reported happier candidates, fewer reneges, and significant savings from a resource and budget perspective. It is important to highlight here, however, that the use of technology needs to be balanced and human interaction is still critical to the success of a robust recruitment process.

When you are looking at your technology, the following criteria should be considered for evaluating its suitability:

**1. Are you automating the right things?** E.g. Technology is best at tasks that require linear thinking, people are best at tasks that involve holistic thinking. Technology is best at efficient completion of repetitive/commoditized tasks, people are best at tasks that require creativity or relationship building.

**2. Is it the minimum effective intervention?** Are there better ways to simplify and speed up?

**3. Does it support candidate self-service and on-demand access?** One of the best ways to improve candidate experience and increase process efficiency is to put candidates in control of their journey.

**4. Is it Future-Proof?** Ideally, any technology you introduce will be modular and easy to upgrade. It should be an enabler, not a feature: whilst it's always tempting to jump on the latest technology bandwagon to gain some short-term differentiation, the pace of technology evolution is so rapid that what differentiates for good reasons today, will differentiate for the wrong reasons tomorrow.

Ensuring your Employer Value Proposition (EVP) is your point of differentiation, but using technology to bring that EVP to life, means you can maintain your competitive advantage whilst upgrading technology unnoticed in the background.





# WORKPLACE FROM FACEBOOK

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**Year Established:** 2016

**Technology Area:** Workplace Communications

**CEO:** Mark Zuckerberg

**Website:** [www.workplace.com](http://www.workplace.com)

## What do they do?

Workplace is Facebook's tool for the workplace. With a similar user interface to its big brother, the platform brings a familiar way of engaging with colleagues as it does friends and family. According to Facebook, Workplace is now used by over 7 million users across hundreds of companies, with large deployments at the likes of Astra Zeneca, Walmart, and Deliveroo.

The platform connects everyone in a company and uses familiar features like Groups, Chat, and video broadcasting to help people communicate and work together - in the office or remotely, promoting communications between different teams and groups and sharing information with those that need it when they need it.

# 15 FIVE

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**Year Established:** 2011

**Technology Area:** Performance Management

**CEO:** David Hassell

**Website:** [www.15five.com](http://www.15five.com)

## What do they do?

15five is a human-centered performance management vendor. Through engagement surveys and 1-on-1 tools, to performance reviews and OKRs (objectives and key results), they aim to unlock employee potential and develop successful and highly effective managers.

The 'human-centered' aspect is very important to 15five as they aim to create a thriving workplace by empowering people to do their best work and stay highly engaged. They put science at the heart of what they do and follow the Positive Product Design method - aligned with the latest positive psychology research.

The business has been operating since 2011 and has in the region of 3,000 customers including the likes of Spotify, HubSpot, and Credit Karma.

# BAMBOOHR

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**Year Established:** 2008

**Technology Area:** HR Platform

**CEO:** Brad Rencher


**Website:** [www.bamboohr.com](http://www.bamboohr.com)

## What do they do?

BambooHR is an 'all in one' HR platform for small and medium-sized businesses. The software is designed to cover the key HR processes from recruiting and onboarding, through HR records, to compensation and talent management - and much more.

The platform was built for the SMB (Small and Medium-sized Business) area. According to the company, 89 percent of customers sit in this category. It is designed to be easy to adopt and can be consumed and purchased in a modular way such that it meets the needs of the procuring business.





Used by over 2 million employees across over 20,000 customers, the business is based in the United States but serves customers in over 120 countries worldwide.

## ORGVUE

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**Year Established:** 2008

**Technology Area:** Workforce Analytics

**CEO:** N/A

**Website:** [www.orgvue.com](http://www.orgvue.com)

### What do they do?

Orgvue is a SaaS HR technology platform that enables customers to design, test and deploy new organizations. It helps businesses that are going through or planning to go through change such as organization transformations; mergers and acquisitions; digital or working practice changes, and workforce downsizing.

The technology brings together different data sources to give a single version of the truth about the organization. From this baseline, workforce plans can be built and leaders can collaborate on the future state and design.

Orgvue is a division of Concentra Analytics the London-based data and analytics business. Clients of the Orgvue product include the likes of Tesco, HSBC, Aviva, and Sainsbury's.

## VISIER

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**Year Established:** 2010

**Technology Area:** Workforce Analytics

**CEO:** Ryan Wong

**Website:** [www.visier.com](http://www.visier.com)

### What do they do?

Visier is a leader in the Workforce Analytics area. It is designed to allow customers to understand their workforce in every possible way.

The cloud-based software has HR expertise built-in to the product and uses more than 10 million anonymized employee records and over 2,000 business metrics. Customers can connect any of their HR platforms so that the analytics capabilities can deliver the right answers to the right questions.

Visier's Workforce Analytics platform is now used by more than 11,000 customers across more than 75 countries. According to Visier, 1 in 3 of the Fortune 500 use the platform, and customers include the likes of Pitney Bowes, Johnson & Johnson, and Novartis.

## ZENEFITS

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**Year Established:** 2013


**Technology Area:** SMB HR, Payroll, and Benefits.

**CEO:** Jay Fulcher

**Website:** [www.zenefits.com](http://www.zenefits.com)

### What do they do?

Zenefits is a United States-focused People Platform. It is an HR application that brings benefits, payroll, and core HR together. Built to service the small and mid-sized business community, they aim to provide



an innovative and intuitive platform.

By connecting aspects such as onboarding and employee set-up, with benefits selection and administration, and subsequently payroll - the Zenefits application provides a simple mechanism for managing the key employee processes.

Zenefits includes a wide range of HR functionality including - benefits, payroll, time off, compensation, performance management, and more.

## 365TALENTS

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**Year Established:** 2015

**Technology Area:** AI Talent Marketplace

**CEO:** Loic Michel

**Website:** [www.365talents.com](http://www.365talents.com)

### What do they do?

365Talents is a French-based AI Talent Marketplace established in 2015 and focused on the large enterprise sector. They work with companies such as EY, Societe Generale and RTE to help them to unlock knowledge about their employee's skills, to improve internal mobility and employee development.

The 365Talents platform helps automate skills mapping, internal mobility, staffing, and employee development & engagement. They offer 3 solutions to cover the talent management area - Skills Audit, an Internal Talent Marketplace, and Strategic Workforce Planning.

With a greater understanding of the workforce and all the skills and experience available, businesses can quickly adapt to change and power to new heights.

## BETTERWORKS

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**Year Established:** 2013

**Technology Area:** Performance Enablement Solution

**CEO:** Doug Dennerline

**Website:** [www.betterworks.com](http://www.betterworks.com)

### What do they do?

Betterworks is a performance management and goal-setting solution that is designed to align the enterprise, closing the loop between people, strategy, and results. By aligning employees to the strategic goals of a business and then using performance management to measure achievement, companies can drive forward as one to achieve the most important plans.

Betterworks is built around the OKR (objectives and key results) methodology of goal setting and continuous performance management, and employee engagement.

Customers include the likes of FedEx, Hulu and Kroger and over 10 million goals have been completed across the application so far.

# PERSONIO

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**Year Established:** 2015

**Technology Area:** SMB HR Platform

**CEO:** Hanno Renner

**Website:** [www.personio.com](http://www.personio.com)

## What do they do?

The Personio platform is built for the small and medium-sized business market. The solution includes core HCM, recruiting, and payroll. The business is headquartered in Munich, Germany, and following their latest funding round (Series E) in October 2021, they are valued at over \$6b - making them one of the most valuable HR vendors in the world.

Alongside the major funding announcement, Personio also announced the launch of the People Workflow Automation category. With this, Personio aim to help SMEs to transform manual and fragmented people processes into automated workflows that span the entire business and all applications within it.

Personio has over 5,000 customers around the world. They include the likes of Premier Inn, Mindful Chef and Futurice.

# WORKJAM

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**Year Established:** 2014

**Technology Area:** Frontline Workforce Platform

**CEO:** Steven Kramer

**Website:** [www.workjam.com](http://www.workjam.com)

## What do they do?

Founded in Canada in 2014, Workjam is a digital productivity tool for the frontline workforce. They work with a number of well-known people-centric businesses including the likes of Shell, Woolworths, Target, and Kroger, to provide the digital tools their employees need to work effectively.

The technology is designed to increase employee job satisfaction and engagement by helping frontline workers feel more connected to the wider business. By allowing workers to select shifts; elect to take training courses to further their development; and to be recognized for performance - productivity and employee retention may be improved.

Workjam includes elements such as task management, employee communication, learning, employee self-service, and 'expresspay' - amongst other capabilities. The platform is available in 35 different languages and is localized across many countries and territories.

# SMARTRECRUITERS

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**Year Established:** 2010


**Technology Area:** Talent Acquisition Suite

**CEO:** Jerome Ternynck

**Website:** [www.smartrecruiters.com](http://www.smartrecruiters.com)

## What do they do?

SmartRecruiters and their 'Talent Acquisition Suite' is a modern source-to-hire recruitment platform. Founded in 2010, SmartRecruiters was created to 'make hiring easy' - to 'help businesses to get the talent they need to succeed and to help people find a job they love'.



The platform brings together various elements of the hiring process in one application - from attracting talent (wherever they may be), and selection (applicant tracking and internal communication tools) to hiring (digital offer management and reporting capabilities). All designed to create an efficient, transparent and collaborative hiring experience.

SmartRecruiters have a range of impressive customer logos in a variety of industries - from the likes of LinkedIn and Visa, to McDonald's and Kelly Services.

## CHECKR

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**Year Established:** 2014

**Technology Area:** Background Check Technology

**CEO:** Daniel Yannis

**Website:** [www.checkr.com](http://www.checkr.com)

### What do they do?

Checkr is a US-based and focused background check technology vendor. Using artificial intelligence and machine learning, they aim to make background checks faster, easier, and more compliant. Their recent (September 2021) funding round saw them raise \$250m, valuing the company at \$4.6 billion.

The Checkr application's API solution connects to the existing customer platforms, meaning that background checks can be conducted inside the technology used every day by their clients. They provide the full range of checks, including criminal records, employment verification, and driver checks,

As the world of work has changed post-Covid, recruitment has become a hot topic. Ensuring candidates are screened appropriately is crucial. The Checkr application performs around 30 million background checks each year and customers include the likes of Airbnb, Adecco, Lyft, and Netflix.

## AVATURE

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**Year Established:** 2005

**Technology Area:** Recruiting & Talent Management

**CEO:** Dimitri Boylan

**Website:** [www.avature.net](http://www.avature.net)

### What do they do?

Avature was founded in 2005 by the former Co-founder and CEO of Hotjobs.com, Dimitri Boylan. Today, over 650 companies use Avature, including the likes of Shell, IBM and AXA, for recruitment and talent management.

The Avature Platform is designed to be one solution that helps identify, attract, hire, develop and retain talent across multiple industries and multiple countries across the globe. As such, it contains elements ranging from Candidate Relationship Management (CRM), Career Sites and an Applicant Tracking System (ATS) through to Onboarding, Performance and Successions Management capabilities - and much more inbetween.

# INTRODUCING

# PLATYPUS

## WHO ARE THEY?

Platypus is a Danish-based HR software vendor focusing upon company culture. Established in 2019, the technology is designed to measure, analyze and track the cultural alignment of an employee or candidate alongside that of the wider company. It gives business leaders the ability to really understand the culture of the business - moving away from a 'feeling' to a more measurable and scientific approach.

The technology is built to take the guesswork away from the debate about cultural fit. Through the use of Platypus, it is possible to attach clear definitions of what it is like to work for the company. It is also possible to assess a candidate to understand whether they will be a good match for the culture they are about to join. The result - a thriving workplace, an improved onboarding experience, and happier new recruits.

Since start-up, Platypus have successfully sold their technology internationally and customers include the likes of Whereby, Inpay and Vivino.

## SIMPLY PUT - WHAT DO THEY DO?

Hiring the wrong candidate is expensive. It can cost in the region of \$50k-\$200k depending upon the individual's salary. A key reason for hiring failure is a misalignment of culture - in other words, the person you hired just doesn't 'fit in'.

The question is - how do you really know what your culture is? How do you know what is missing in your culture? How do you know whether that new hire will be the right hire? This is where Platypus does their thing. Their software provides a range of tools to assess the existing culture of the business; monitor the changes over time, and assess new hires for cultural fit - so that the culture improves over time.

The Platypus software assesses company culture across the full talent lifecycle. From attraction of the right candidates, through recruitment, management, and retention. It visually plots company culture by gathering data from every employee and tracks the changes over time

## WHY YOU NEED TO KNOW ABOUT THEM...

According to Nico Blier-Silvestri, CEO, close to 90% of the early leavers (new hires who leave within 18 months of taking the role) do so because of cultural misalignment. But if you were to ask someone in your business what the culture was - how would they describe it? You would likely have a multitude of different responses from each person that you asked. That's the challenge with 'culture', it is really difficult to define and attach a label. So, how do you recruit to fit the culture?

If Platypus can define a company's culture - it can have wider-ranging benefits beyond recruitment misalignment. It can help the Chief Executive and leadership team to understand how they can get the most from their workforce and how they can drive together. With the right support, it can enhance the experience of being an employee and of being a customer of that business.

**Headquarters:**  
Copenhagen, Denmark

**Website:**  
[www.platypus.io](http://www.platypus.io)

**Primary Business:**  
HR Software  
Company Culture Tech

**Established:**  
2019

**Chief Executive:**  
Nico Blier-Silvestri

**Founders:**  
Nico Blier-Silvestri  
Daniel Bowen

# INTRODUCING

## PLATYPUS

### FOUNDERS & LEADERSHIP TEAM.

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The business was established in 2019 by Nico Blier-Silvestri (CEO) and Daniel Bowen (COO). The pair come from a HR and recruitment/talent background and therefore understood the implications of recruiting a candidate that was not right for the culture of the hiring company. They set out to create technology that helped business leaders to understand their company culture and then to hire appropriate to that culture.

When Daniel was asked why they started Platypus he said:

*"For me, the idea of Platypus definitely started with frustration with how culture was used as an excuse for rejecting candidates. And I mean good candidates. This is the main objection a hiring manager will give you for not hiring someone. The candidate can be amazing, ticking all the boxes, have a high potential in terms of growth, align with how the team culture is described by the hiring manager, and then that candidate is literally just told: "It's not a good culture fit". That for me is just the weakest excuse".*

### WHAT VIEWPOINT ANALYSIS LIKE ABOUT THEM.

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- We like how the founders have spotted a challenge within the recruitment process and have built a technology solution that addresses the issue.
- The reduction in the percentage of failed hires can be measured year on year and attributed to the platform.
- Understanding company culture can have benefits across the business - improving recruitment, but also areas like compensation, goal-setting, company strategy, and more.
- We like the link that Platypus creates between culture, recruitment, and staff retention.
- We see how Platypus can become an integral tool within the HR technology stack.

Find out more about Platypus:

**Website** - [www.platypus.io](http://www.platypus.io)

**Head Office Address:**

Engvej 139A,  
2300 København,  
Denmark



## UKG (ULTIMATE KRONOS GROUP)

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**Year Established:** 2020 (new, merged business).

**Technology Area:** HCM & Payroll

**CEO:** Aron Ain

**Website:** [www.ukg.com](http://www.ukg.com)

### What do they do?

Built from the merger of Ultimate Software and Kronos, UKG is now one of the largest HR technology businesses in the world. Using the tagline 'our purpose is people', the company provides a platform that covers core HR (HCM), payroll, workforce management and HR service delivery.

Their UKG Pro platform provides a core HR solution (HCM) and payroll for medium and large enterprises, while UKG Ready combines HR, talent, payroll and time capabilities in a single solution suitable for small businesses.

Customers of the newly enlarged business number over 12,000 and include the likes of Tesla, Marriott and Samsung.

## WORKDAY

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**Year Established:** 2005

**Technology Area:** HR suite

**CEO:** Aneel Bhusri and Chano Fernandez

**Website:** [www.workday.com](http://www.workday.com)

### What do they do?

Workday is one of the world's largest and most respected cloud computing vendors with enterprise applications stretching across HCM, Finance, and Planning. Established in 2005 by the founder and former CEO of Peoplesoft and the former Peoplesoft chief of strategy, the HR area has always been a central element of the business and around which other applications and capabilities have been added.

Within the HR suite, Workday covers many of the most important capabilities ranging all the way from core HR to payroll and from talent management (learning, performance et al) to workforce management. Their recent acquisition of Peakon, a Workday Company, brings new aspects such as employee engagement and sentiment management.

Customers are generally large and medium-sized businesses and include many of the most well-known household names. By combining HR, finance, and planning, Workday aim to allow everyone to have real-time access to the most important data to make sound decisions.

## CULTURE AMP

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**Year Established:** 2010


**Technology Area:** Employee Experience Platform

**CEO:** Didier Elzinga

**Website:** [www.cultureamp.com](http://www.cultureamp.com)

### What do they do?

Culture Amp is all about improving employee performance, engagement, and retention. They believe that



their customers enjoy a 2x better rate of innovation, a 2x higher customer satisfaction, and are 25% more profitable as a result of using their engagement tools to engage, develop, manage performance and retain key talent.

Key parts of the platform include 'employee engagement' with employee survey technology, 'performance management' that uses a trusted and transparent review process to drive positive change, and 'employee development' to drive skills development and employee growth.

The company was founded in Australia in 2010 and today over 4,000 companies use the platform to power their employee experience. The platform is used by the likes of McDonalds, Airbnb, Slack, and Oracle.

## GEM

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**Year Established:** 2017

**Technology Area:** All-in-one Recruitment Platform

**CEO:** Steve Bartel

**Website:** [www.gem.com](http://www.gem.com)

### What do they do?

Gem was founded by Steve Bartel and Nick Bushak to manage and nurture relationships with external top talent - their potential recruitment 'gems'. It is built specifically for recruiters so that they can 'automate tasks, track touchpoints, show pipeline views, and offer analytics for forecasting hires'.

The technology tracks each candidate touchpoint in the talent acquisition funnel by integrating the likes of LinkedIn, Gmail, Outlook, Chrome, and a customer's applicant tracking system (ATS) - such that the recruitment team can find, engage and then nurture top talent. Gem helps to build lists of potential talent, find email, and automate follow-ups to save time and increase response rates.

Gem is used by over 800 recruiting teams including the likes of Dropbox, Robinhood, and Lyft.

## LEENA AI

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**Year Established:** 2015

**Technology Area:** Employee Experience Platform

**CEO:** Adit Jain

**Website:** [www.leena.ai](http://www.leena.ai)

### What do they do?

Leena AI is an autonomous conversational AI-backed platform. Think of them as the Siri of the HR world. The technology acts as a personal assistant for your employees and is equipped with NLP and machine learning. Their mission is to help enterprises build employee experience that puts people first.

The technology can be used for a variety of tasks to take the workload away from the HR team. These include HR case management, knowledge management, and frequently asked question (FAQ) automation.

Leena AI is used by the likes of Coca-Cola, AON, and Nestle and claims to have over 1 million employees using the platform



# PRODUCT VIEWPOINT

# SAPLING

## WHAT IS SAPLING?

Sapling is the onboarding and HR platform purchased by Kallidus, the award-winning UK HR software business, in January 2021. The application is designed to provide the best onboarding experience for new employees - automating tasks and workflows to reduce manual administration.

Sapling provides the end-to-end onboarding experience - in that it covers preboard (before a new hire has officially started their employment), onboarding, and offboarding (leaving the business). As part of the Kallidus suite, Sapling builds a full employee lifecycle, from recruitment through onboarding to learning and talent management. Sapling is to be fully integrated into the wider Kallidus suite of products to ensure a seamless process for new employees and a single source of truth for employee data from day one within their new company.

## HOW DOES IT HELP ME?

Onboarding a new employee in a fast, efficient, and professional manner is critical, although often overlooked. New hires are expensive and usually the process to bring them in has taken a number of months with various interviews, approvals, and notice periods to be observed. Making your new employee feel welcomed, demonstrating your competence, and getting them productive quickly, are all imperative to the success of your people.

Without onboarding technology, recruiting teams and hiring managers work through manual processes and onboarding tick sheets, which is neither efficient nor secure. Coordinating disparate functions (HR, IT, Facilities) through manual communications and paper/email chains is prone to duplication, error, and frustration.

Sapling takes away the pain of the onboarding process and sets new hires up for success from day one. Starting with preboarding, the application introduces new hires to the company, the culture, and the team before they have even started. It gives them the ability to update their personal profile and complete any documentation ahead of time. It also brings the auto-assignment of tasks and workflows - creating an efficient process without the need for manual checklists and the risk of data duplication. Sapling supports e-signatures, meaning documents can be created, sent, and tracked within the platform - something that is particularly important in the modern, largely dispersed, post-Covid workforce.

## TECHNOLOGY CAPABILITIES

- Onboarding pipeline dashboard.
- E-signature support.
- The platform covers preboarding, onboarding and offboarding.
- Ability to integrate with key IT platforms (e.g. Okta, Active Directory and more).
- Full document support and storage.
- Auto-assignment for tasks and workflows.
- Bulk onboarding capability.
- Integration to other elements of the Kallidus suite.

# PRODUCT VIEWPOINT

# SAPLING

## WHO ARE KALLIDUS?

Kallidus is a long-standing leader in the HR technology arena. They help organizations ensure that they have the right people in the right roles with the right skills, knowledge, and competence to drive success.

With over 1,000 customers and with over 20 years in the market, they work with businesses like Transport for London, Astra Zeneca, and McDonalds. Kallidus are perhaps best known for their learning, recruitment, and talent capabilities.

## WHAT VIEWPOINT ANALYSIS LIKE ABOUT SAPLING

- This is a very timely opportunity for Kallidus to move into the Onboarding space. The global workforce is on the move and attrition rates are on the up - leading to the need for more new hires. It is critical that HR teams are supported by technology that helps them process those new employees efficiently.
- We like that employees can be 'preboarded' - getting to know the company, the culture, and the new team that they will be working with ahead of walking through the door (or virtual door) on day one.
- The ability to mass-onboard is an important feature for employee-heavy businesses - particularly in hospitality, leisure, and retail industries. HR and Recruiting teams need a sophisticated automated process to be able to manage higher volume onboarding.
- Integration to the wider Kallidus technology is an obvious advantage of the coming together between Sapling and Kallidus. Their recruitment, performance, and learning capabilities are natural extensions pre and post the onboarding element of the hiring process.

Find out more about Kallidus:

**Website** - [www.kallidus.com](http://www.kallidus.com)

**Head Office Address:**

Westgate House  
Phoenix Way  
Cirencester  
GL7 1RY  
United Kingdom



## HR ACUITY

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**Year Established:** 2006

**Technology Area:** Employee Relations Case Management

**CEO:** Deb Muller

**Website:** [www.hracity.com](http://www.hracity.com)

### What do they do?

The HR Acuity solution enables businesses to identify, investigate and track employee issues.

No matter the size of the company or the industry in which it operates, employee issues do happen. This is what HR Acuity is designed to handle. The system includes built-in intelligence, templates, and reporting to help manage employee issues in the right way.

The platform documents and manages employee cases and helps conduct fair and consistent processes through the inclusion of best practices and templates that are built-in to the solution.

The technology is used by the likes of LinkedIn, Qualcomm and Save the Children.

## DEGREED

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**Year Established:** 2012

**Technology Area:** Upskilling Platform

**CEO:** Dan Levin

**Website:** [www.degreed.com](http://www.degreed.com)

### What do they do?

Degreed is the 'upskilling platform' connecting learning to opportunities. They believe that people need to continuously build their skills for the future and those skills are captured in the Degreed platform.

The information contained in Degreed is controlled and owned by the employee - who can then choose to share it (for example they can share with their manager or a hiring manager) in order to build a career roadmap or aim for that next big role.

It gives businesses their workforce skills metrics at their fingertips - what skills are they lacking? Where do they need to invest? What new opportunities can quickly be resourced? Who in our business can meet this new challenge?

Customers include the likes of Cisco, Imperial Brands and Tata Communications. **See the extended profile on Degreed elsewhere in the Longlist.**

## HIRETUAL

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**Year Established:** 2015

**Technology Area:** Talent Data Cloud

**CEO:** Steven Jiang

**Website:** [www.hiretual.com](http://www.hiretual.com)

### What do they do?

Hiretual aims to be the single source of truth for 'top of funnel' recruiting. They source, engage, analyze and rediscover qualified talent in one platform. They look to act as a search engine across recruitment data pools (resumes, emails, metrics etc) and integrate to over 30 ATS tools.

Their AI Sourcing is able to sort and rank talent from various web sources that it believes will be the best fit for your open roles, significantly reducing the amount of time needed to trawl for suitable candidates. With more than 45 connected open web platforms (e.g. LinkedIn, GitHub and Upwork) and a candidate database of over 750m, they believe they can reduce sourcing time in half.

Hiretual is used by over 5,000 recruiting teams from the likes of Raytheon, PWC, Accenture and Nike.

## LATTICE

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**Year Established:** 2015

**Technology Area:** People Management Platform

**CEO:** Jack Altman

**Website:** [www.lattice.com](http://www.lattice.com)

### What do they do?

Lattice aim to turn employees into high performers, managers into leaders, and companies into the best places to work, fantastic goals....which is partly how they will achieve this!

The platform brings together employee engagement, performance management, and employee development in one platform in order to enable their customers to achieve their goals and drive their businesses forward - together.

Lattice has in the region of 3,500 customers across the globe including Monzo, Reddit and Slack.

## PYMETRICS

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**Year Established:** 2013

**Technology Area:** AI-based Talent Acquisition and Management

**CEO:** Frida Polli

**Website:** [www.pymetrics.ai](http://www.pymetrics.ai)

### What do they do?

Pymetrics are helping companies build the workforce of the future using behavioral science and AI technology - creating more diverse teams and more efficient processes.

The application ensures that employers do not judge a job seeker by their resume alone, but rather they collect behavioral data that measures a job seeker's true potential - therefore measuring 'potential not pedigree'. They assess the top performers in their role in the company - and that data builds algorithms that represent what success looks like. Advise your internal talent on their best-fit career path and bring the right external candidates into the right roles.

Companies using the Pymetrics solution include the likes of Colgate-Palmolive, KraftHeinz, and McDonalds.

## Comment

### Too much choice?

The Longlist highlights our curated view of the brightest and best HR technology, but there are so many vendors in the HR arena. Take a look at our **HR Technology Carousel** service profile (towards the end of the report) to read about how we can quickly bring the right vendors to your door.

# IMPLEMENTATION FOCUS

## AN INTERVIEW WITH...

### ANDY HODGES CHIEF SALES & MARKETING OFFICER GAVDI GROUP

#### Can you introduce us to Gavdi?

We started 21 years ago focussing on HR and Payroll solutions, specifically, back then, SAP HCM. Since 2012, when SAP acquired SuccessFactors, we have transformed our business to also deploying SAP SuccessFactors, along with other 3rd party solutions (e.g. Time & Attendance solutions), and, more recently, ServiceNow HR - we call this Total Workforce Management where we are able to provide our customers with a complete suite of 'best-in-class' solutions to meet their workforce management needs. With over 200 HR and Payroll consultants and 500 successful projects to date, we feel confident in being able to advise customers on HR & Payroll best practices and deploy solutions that meet their exact needs. We have a simple philosophy which is that 'we sell what we can deliver and we deliver what we sell' - and I believe that resonates with our customers too as we have been able to gather over 100 case studies based on our customer Go Lives.

#### What areas of HR technology are you involved in?

As I mentioned above, we started life as a 'systems integrator' implementing the SAP HCM ERP suite - HR, Time Management, Talent Management, and Payroll - with lots of custom development (SAP ABAP to the wholly initiated!). Back in 2012, we also created an SAP SuccessFactors practice - we already knew HR and HR processes, so the transition to SuccessFactors was quite straightforward - in fact, we found it easy due to the quality of the SuccessFactors solution - it covered all of the key processes in HR, was user friendly, with a fabulous, built-for-cloud, user interface and was mobile-ready out of the box. With over 350 successful projects, it proves that point as well as our ability to deliver SuccessFactors on time, on budget, and with quality - you can see evidence of that on our website where some of our customers have been kind enough to do videos and testimonials for us.

Of course, whilst SuccessFactors is able to cope with the majority of the HR processes, there are, of course, gaps to be met. As such, we embarked on a programme of aligning with other solution providers and also by creating our own Solution Extensions (Gavdi Products) to better facilitate certain processes - these products, for example, meet the needs of customers for more sophisticated document management and archiving, and by enhancing the recruitment process.

In addition, more recently, we also partnered with ServiceNow - in fact, that is a more interesting story because we partnered with them AFTER we became their customer. It's a great solution and customer interest is very high as it fulfills that need for organisations to engage more with employees and provide intuitive solutions.

#### Can you explain more about HXMNOW?

When we embarked on our own SuccessFactors transformational journey (and "yes" we do use SuccessFactors ourselves!), we realised that customers wanted to utilise 'best practices' as much as possible - and whilst SuccessFactors has some best practices built into it, there were still many common areas and objects that were requested in 90%+ of our implementations. Working with our colleagues at SAP (who wanted to 'qualify' our solutions) we created our own Gavdi Packaged Solutions ("GPS") which we deliver as either a 'starting point' for our customers, or as a 'solution delivered', we call that HXMNOW. HXMNOW is a solution from Gavdi, using SAP SuccessFactors as its foundations, which digitizes some key processes for customers and a really cost-effective way - we work with customers with 50 employees and upwards

# IMPLEMENTATION FOCUS

and for those growing organisations who want to utilise these cloud-based solutions to get HR processes up and running fast, this is an ideal way to start their cloud journey. In fact, if you go to our HXMNOW website ([www.hxmnow.com](http://www.hxmnow.com)) you can not only find out about the solution, you can find out, using the built-in calculator, how much it will cost - subscriptions, implementation, and ongoing support. We are not afraid of providing pricing as, when you look at it, you are getting world-class solutions, that will improve recruitment, reduce attrition, engage the workforce and improve productivity, all for less than a price of a cup of coffee! Try it and then call or email me for a chat. We like to do these things openly and honestly so there is nothing to lose.

## Is there an ideal customer profile or size?

At Gavdi we work with organisations of 50 people and over 100,000+. Our Packaged Solutions will work for any organisation as I previously mentioned. As for HXMNOW, then this is ideally aimed at those organisations who really want to use SAP SuccessFactors and get up and running in weeks not months, at a cost-effective price. They realise that this is a journey and by partnering with Gavdi, who are there every step of the way supporting, they can improve as they gain more confidence with the solution and adopt the processes within. As they change, they can change the solution to suit, or just adopt best practices within - it is all part of the journey. Our customers realise with cloud solutions that "Go Live" is now part of the journey, not a destination in itself. Also, this works in both 'white collar' and 'blue collar' environments as these are easy to use and available via smart devices - you don't need to be sat at a computer terminal anymore to participate - so they are fully inclusive for a diverse workforce.

## How long does it take to implement?

Well, of course, the typical consultancy answer to that is 'it depends' right? Wrong! With HXMNOW, the Core HR, recruitment, and onboarding/offboarding solutions can be implemented and live, fully tested, in less than 8 weeks. The Talent Management modules in less than 6 weeks. Again, as I mentioned this is part of a journey and we are there every step of the way - for example, this comes complete with Enterprise Support from Gavdi, which includes Release Management (guidance on software updates in plain English, of which there are 4 per year from SAP) so we help and guide clients about how to optimise the solutions deployed. And we guide them about digitizing more processes along the way in the same way. As they grow, the solution grows and the cost per annum remains constant (regardless of other external economic pressures). Customers love this approach as not only is it open and transparent, it also permits them to flex as their business does and we are the only organisation they have to contract and work with - no End User Licence Agreements with the software company to wade through, everything is managed by us - in fact, we do call this a Managed Service, and that is exactly what it is.

We are currently working on HXMNOW 2.0 (not a very original title I'm afraid!) which will also include Payroll - we have a number of best practice payroll solutions for various countries (including the UK) which whilst they are available now for any SuccessFactors project, will be available for our HXMNOW product range, at very affordable prices. Our focus for this area is simple - that it is appropriate for the local market and that it ensures that people are paid on time and accurately.

Find out more about Gavdi.

**Website** - [www.gavdi.com](http://www.gavdi.com)

**Head Office Address:**

Lyngbyvej 2,  
2100 Copenhagen  
Denmark

# GREENHOUSE

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**Year Established:** 2012

**Technology Area:** Enterprise Talent Acquisition Software

**CEO:** Daniel Chait

**Website:** [www.greenhouse.io](http://www.greenhouse.io)

## What do they do?

Greenhouse's mission is to make every company great at hiring. They believe that for people to be amazing and reach their potential, they 'need to be in the right role, on the right team and at the right time'.

Their software focuses on the areas of recruitment and onboarding and covers companies of all shapes and sizes. In terms of recruitment, the solution helps customers to find and track the right candidates; set up a fair and equitable hiring process; create a professional candidate experience (career pages / customizable email templates), and use pre-packaged reports to measure the talent team's performance.

Greenhouse work with over 4,000 clients including Wayfair, J.D. Power, and HubSpot.

# CERIDIAN

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**Year Established:** 1992

**Technology Area:** Cloud HCM

**CEO:** David Ossip

**Website:** [www.ceridian.com](http://www.ceridian.com)

## What do they do?

Ceridian is a global HCM vendor covering the HR, payroll, benefits, workforce management, and talent area in their 'Dayforce' platform. All the key elements that make up the employee lifecycle.

With over 6,000 employees and operations across the globe, Ceridian is a large HR technology vendor and sells to both the SME and large enterprise markets. With a background in payroll, the company has pivoted to a core HCM vendor and continues to build out the platform with product updates and acquisitions (Ideal, the DE&I platform being a good example of that).

# PEOPLEFLUENT

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**Year Established:** 1997

**Technology Area:** Talent Management & Learning

**Managing Director:** Stephen Bruce

**Website:** [www.peoplefluent.com](http://www.peoplefluent.com)

## What do they do?

A part of the growing Learning Technologies Group (LTG), PeopleFluent is an integrated Talent Management and Learning software provider, helping companies to 'hire, develop and advance a skilled and motivated workforce'.

The platform can be deployed as an integrated solution or customers can purchase the individual elements that meet their needs. Customers might also look to the wider Learning Technologies Group for associated technology capabilities outside of PeopleFluent.

PeopleFluent is used by the likes of Hertz, Serco and Norton Healthcare.



# WORKHUMAN

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**Year Established:** 1999

**Technology Area:** Social Recognition & Continuous Performance Management

**CEO:** Eric Mosley

**Website:** [www.workhuman.com](http://www.workhuman.com)

## What do they do?

Workhuman is on a mission to 'make work more human for every person on the planet'. Their Social Recognition and Continuous Performance Management solution is used by more than 5m employees across the world in 180 different countries.

The Workhuman Cloud is all about recognition, development, and celebration. Key features include service milestones, life events, peer social recognition, and conversations. All designed to bring employees and teams together through a culture of thanks and appreciation.

Workhuman believes that their technology improves the sense of belonging, increases employee performance, and enhances retention - all such critical factors in a world where businesses are facing a major challenge to keep existing employees and recruit new talent to replace those lost post-Covid.

# ORACLE

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**Year Established:** 1977

**Technology Area:** Cloud HCM

**CEO:** Safra Catz

**Website:** [www.oracle.com](http://www.oracle.com)

## What do they do?

Oracle has long been associated with the HR technology area. Their Oracle Cloud HCM solution is a major player in the market and different iterations have been used by enterprise clients for decades across the full 'hire to retire' process.

The Cloud HCM solution has considerable breadth and depth built over many years. Today, the application covers a plethora of HR requirements, including core HR, recruiting, compensation, learning, payroll, analytics, performance, goals...the list goes on and on, Oracle aims to connect all aspects of an employee in a single version of the truth and with a consistent experience across devices.

Their HCM environment is used by large enterprise clients across the globe - including the likes of Mazda, FedEx, Cobham, and ArcelorMittal.

# BRYQ

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**Year Established:** 2014

**Technology Area:** Talent Intelligence Platform

**CEO:** Markellos Diorinos


**Website:** [www.bryq.com](http://www.bryq.com)

## What do they do?

Bryq's mission is to 'empower recruiters and hiring managers to make faster, better and bias-free hiring decisions through objective data and AI automation'.

The Bryq 'Talent Intelligence Platform' is designed to identify the most compatible candidates based on personality traits and cognitive abilities. The application ranks your top candidates based on their fit for the role - something which Bryq believes cuts the time to hire in half. Their 20-minute talent assessment





blindly screens candidates and their AI-assisted profile predictor suggests ideal job profiles, curates candidate shortlists, and provides customized behavioral interview questions. Bryq integrates with a variety of the most popular ATS and recruitment systems (e.g. ADP, BambooHR, etc) and is used by customers such as EY, Automata, and IGTI.

## ADP

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**Year Established:** 1949  
**Technology Area:** HCM & Payroll  
**CEO:** Carlos Rodriguez  
**Website:** [www.adp.com](http://www.adp.com)

### What do they do?

ADP has been a core constituent of the HR technology sector for decades. Today they are a major worldwide player in cloud-based HCM solutions that cover areas such as HR, payroll, talent, time, tax, and benefits. They also have a significant services area that covers elements such as outsourcing.

The vendor has technology solutions that fit most sectors of the economy - from SMB (they claim to work with 500,000 small businesses) to the largest multi-national companies.

ADP has been named to FORTUNE Magazine's "World's Most Admired Companies" list for 15 consecutive years. They work with almost a million customers in 140 countries, including in the region of 75% of the Fortune 500, and their payroll platform pays one in six workers in the United States.

## ICIMS

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**Year Established:** 2000  
**Technology Area:** Talent Cloud  
**CEO:** Steve Lucas  
**Website:** [www.icims.com](http://www.icims.com)

### What do they do?

The iCIMS Talent Cloud is a single recruiting platform designed to cater to the entire talent acquisition lifecycle. Built for commercial businesses and large, global employers, iCIMS helps their customers find the right people, quickly.

The technology covers the 'attract', 'engage', 'hire', and 'advance' (internal mobility) segments of the hiring process to bring the very best talent into the business, hire them efficiently, onboard them professionally, and give them a career path that retains them and allows them to grow into your company.

iCIMS is used by companies including the likes of PWC, Wipro, Uber, and Microsoft. They have strategic partnerships with ADP, Ceridian, Microsoft, and UKG.


## DEEL

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**Year Established:** 2019  
**Technology Area:** Global Payroll  
**CEO:** Alex Bouaziz  
**Website:** [www.letsdeel.com](http://www.letsdeel.com)

### What do they do?

Deel is a new payroll solution helping businesses to quickly hire talent in 150 countries without the usual



need to open a local office and navigate regional payroll, benefits, taxes, and HR laws. It allows for quick and easy onboarding of contractors and employees 'in minutes' and can pay teams in more than 120 currencies.

New businesses need to be agile. They now have a fluid and globally distributed talent pool from which to hire - but the process to onboard, payroll, and compliance have been a limiting factor. Deel looks to address these issues so that businesses can bring in the right talent, at the right time, to meet their employment needs - wherever that talent resides.

Announcing a significant \$425m Series D investment in October 2021, Deel is used by over 4,500 companies including Coinbase, Shopify, and Dropbox.

## SAGE PEOPLE

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**Year Established:** 1981 (Sage Group)

**Technology Area:** Mid-Sized Enterprise HCM

**CEO:** Steve Hare

**Website:** [www.sagepeople.com](http://www.sagepeople.com)

### What do they do?

Sage People is the cloud-based multinational HR and people management solution from Sage, the global applications provider. The platform covers a broad area and includes core HR, analytics, talent acquisition, time and attendance, compensation and performance - plus much more.

The application supports 21 different countries and 180 currencies to provide an HR technology solution capable of supporting customers as they grow in size and by geography.

Sage People is used by customers including Skyscanner, Trustpilot, and Shawbrook Bank. They are focused on the mid-size organization area and claim to have 400,000 end-users accessing the tools in more than 150 countries worldwide.

## SERVICENOW

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**Year Established:** 2004

**Technology Area:** HR Workflow Technology

**CEO:** Bill McDermott

**Website:** [www.servicenow.com](http://www.servicenow.com)

### What do they do?

ServiceNow is a multi-billion dollar enterprise software business founded in 2004 and focused on digital workflow technology.

An important element of ServiceNow's solution area is the area of Employee Workflow. Using their technology, businesses can create connected and engaging employee experiences that enable workers to find what they need, when they need it. Products in this area include the likes of HR Service Delivery, Workplace Service Delivery, Legal Service Delivery, Procurement Service Management, and Safe Workplace Suite.

ServiceNow aims to allow employees to navigate complex processes and get the information that they need in and through the channels that they prefer to use. In doing so, they improve employee experience, increase productive and help staff morale.

# INTRODUCING

# WORKSTREAM

## WHO ARE THEY?

Workstream provides a text-based recruitment platform that caters to the hourly-waged economy. They help employee-heavy industries including restaurants, retailers, hospitality, and more, to find, interview, and onboard workers.

The business was established in 2017 as the co-founders spotted an opportunity to help local businesses to hire and onboard workers using new technologies. They recently announced a major Series B funding round of almost \$50m (bringing total investment north of \$60m).

In the summer of 2021, they announced growth of over 10x to help over 1,500 businesses in 10,000 locations across the United States. The latest funding has brought a host of well-known business leaders and famous entertainers to the investment table.

## SIMPLY PUT - WHAT DO THEY DO?

Workstream is a recruitment software provider - but with a specific tilt. They focus on local businesses and hourly-waged employees. This is a population of employees that, by the role's very nature, are mobile. They are likely employed in the same or a similar occupation today - meaning that they are working in a restaurant; making deliveries; providing care or stacking shelves - not sitting behind a desk or able to easily make time to attend face-to-face interviews. As Workstream says - 'your candidates communicate via texts. So should your business'.

As well as helping the candidates, the Workstream platform is also a big boost to the employer community as they can reduce time to hire and send information to candidates in real-time. It also supports two-way texting - so the hiring team can communicate and gain critical information in double-quick time. Upon contract offer, Workstream also handles the new hire documentation and onboarding process.

The company is focused on the US market right now and already calls out a number of major US brands as customers - these include the likes of McDonald's, Subway, Uber, and Marriott. They are just getting started and the market opportunity is vast (in the US alone).

## WHY YOU NEED TO KNOW ABOUT THEM...

The economy has changed since the pandemic. Hourly-wage employees are more in demand than ever before and employers are also expecting them to be more flexible than ever before. Hiring businesses, therefore, have to adapt and meet their potential next employees where they are - and using the technology that best works for them.

Workstream brings technology to an area that they believe will benefit from it - they have spotted a niche in the market that is ripe for a new approach. The company appears to be growing rapidly because of the change in the market - and that has attracted significant investment with two multi-million dollar investment rounds in a little over one year.

**Headquarters:**  
San Francisco, USA

**Website:**  
[www.workstream.us](http://www.workstream.us)

**Primary Business:**  
Text-based  
Recruiting & Hiring

**Established:**  
2017

**Chief Executive:**  
Desmond Lim

**Founders:**  
Desmond Lim  
Max Wang  
Lei Xu

# INTRODUCING

# WORKSTREAM

## FOUNDERS & LEADERSHIP TEAM.

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The business was established in 2017 by Desmond Lim (CEO), Max Wang (CTO) and Lei Xu (CPO).

### In the words of Desmond Lim:

"As a former restaurant owner, I saw the challenges of hiring, managing and engaging hourly workers and the lack of tools and technology to run my business. I also saw the technology gap for deskless workers when I was a kid, sitting next to my dad (also an hourly worker) in his van and helping him deliver food each morning. Over the past 20 years, a lot of software and tools have been built for the office and technology worker. There has been, however, a huge lack of modern software to help local businesses. So, we started Workstream. We set out to solve this by providing local businesses the technology they need to hire and manage the best talent, grow faster and stay competitive".

## WHAT VIEWPOINT ANALYSIS LIKE ABOUT THEM.

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- The pandemic has changed the world in so many ways. Hourly staff are now more in-demand than ever before. Workstream has carved out an opening in the recruitment market that addresses the current situation and the pressing needs of employers and employees.
- Workstream integrates with thousands of job boards to advertise the right roles to the right audience.
- Because of their two-way text feature, a number of initial recruitment steps can be achieved in a fast and efficient manner. These include collecting video resumes and agreeing on interview slots.
- The new business plays in a large marketplace with lots of potential growth options in the United States, North America and across the globe.

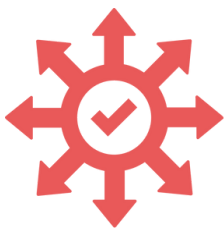
Find out more about Workstream

**Website** - [www.workstream.us](http://www.workstream.us)

**Head Office Address:**

162 S Park St,  
San Francisco,  
California  
94107, US

# Viewpoint Analysis Guidance Services



VIEWPOINT ANALYSIS

# THE 'HR TECHNOLOGY CAROUSEL' FOR NEW TECHNOLOGY IDEAS

The **HR Technology Carousel** is designed for HR Directors and HR Technology leaders who know that they need new technology, but are not sure what is out there in the market and who might be able to help them.

The Viewpoint Analysis team will work with you to understand your business and your specific department. Our aim is to then determine where you believe your biggest technology weaknesses are such that we can use our experience to bring a selection of vendors to meet with you - the '**Carousel**'.

The IT vendors will all be fully prepared and will understand your issues - you can then sit back and listen to their ideas and opinions about how technology can help you and your team.

## What Happens?

It all starts with our initial meeting or call. We just need a few short minutes to understand what you are trying to achieve and whether the CxO Technology Carousel is the right fit for both of us.

The next call or meeting is where we drill into the detail. We will be looking to really understand the challenges that you face and we will be documenting the key pieces of information such that we can fully prepare the right technology partners that we think can offer you some value.

As the term 'carousel' suggests - the fun begins when we bring a range of IT vendors and IT service partners to present their solutions and visions to you. We look to run these in individual 60-minute blocks over the course of a week or two - whatever your diary allows. Ideally we would look to keep the carousel to a maximum of 5 partners - but this is often dictated by the breadth of your challenge.

We think carefully about the carousel participants before we introduce them to you. Every carousel that we put together is different - the topics may be similar but the vendor / service provider list is never the same. They have to offer real value to the given situation - they need to inspire and demonstrate a unique potential solution to the customer issue.

By the end of the Carousel, we hope to have inspired you and introduced you technology vendors that can drive your department and business forward.





# MEET MY NEED

## PROCUREMENT SERVICE

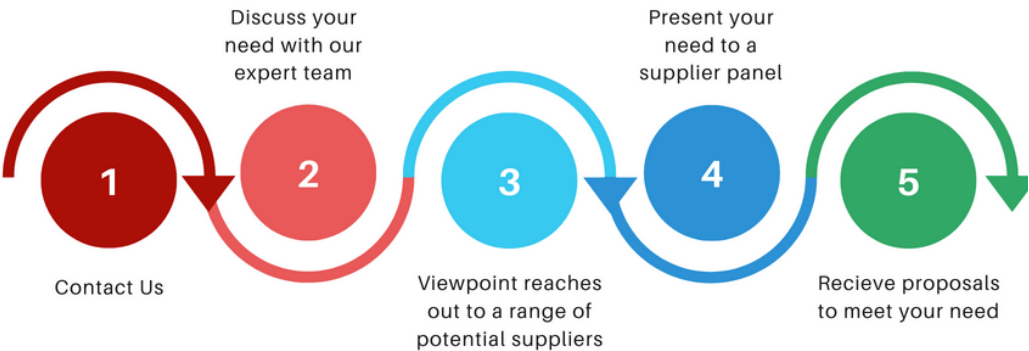
The **Meet My Need** service cuts down the time to select an IT vendor for a particular project by an average of 84%. We do this by acting as the match-maker between your 'need' and the vendors and service providers that can fulfill it.

Where the Technology Carousel is about bringing new ideas and vendors to your door, the Meet My Need service is the step beyond. It is for customers that know what they want (e.g. a new recruiting platform or a new core HCM solution) but need help to do the market assessment. Our aim is to understand your challenge and what you are looking to achieve - and to take the burden of the early stages of the procurement process off your shoulders.

### What Happens?

The Meet My Need service is all about shortcutting the procurement process. The Viewpoint Analysis team will:

- **Take time to scope out your needs.**
- **Create a briefing document for potential suppliers.**
- **Approach IT vendors and service providers and field the initial pre-engagement calls.**
- **Arrange and host a Supplier Briefing Panel.**
- **Collate supplier proposals to your need.**



In just two simple steps (initial discussion with Viewpoint Analysis and then the presentation at our fully hosted virtual Supplier Panel) you will have full access to the key vendors in your marketplace and they will have had the opportunity to understand your needs sufficiently in order to submit a proposal. It's then over to you to choose your preferred vendor(s) and discuss how you purchase and contract for the chosen platform - simple.



# VIEWPOINT ANALYSIS

## Who are we?

Our role is to help end-user businesses to find and procure the very best technology to meet their needs. We offer support across the full IT procurement cycle - from awareness to purchase. Our services cover:

- **Vendor Showcase Services** - where we write reports and offer commentary to differentiate and showcase technology vendors across the world. Key reports include our 'Vendor Viewpoint' and 'One to Watch'. Each month we publish a technology 'Longlist' report detailing the key vendors that a customer really should know about.
- **End-User Guidance** - where we use our deep knowledge of the vendor community to help businesses to discover new technology partners to give them an unfair advantage. Our **CxO Technology Carousel**, **Meet My Need** service and **Pre-Purchase Report** cover all the key aspects of finding, selecting, and validating a new technology purchase

## Disclaimer

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